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Reserve

REACHING NEW PEOPLE*

I. The 1946 report of Extension work indicates that as a result of home demonstration work, nearly 2,000,000 farm homes, or approximately one-third of the farm homes of the United States, were influenced to change homemaking practices. In addition, home demonstration work influenced more than 1,000,000 other homes. This means that in 1946 over 3 million homes in the nation were reached by home demonstration work. This is a record to be proud of. At the same time it is important to note that in 1946 two-thirds of the farm homes were not influenced by home demonstration work. In Virginia in 1946 - of 174,885 farms, 63,994 or 36.59 percent were influenced to adopt homemaking practices. However, 30,161 Virginia farm homes were reached for the first time by home demonstration work in 1946.

	<u>Virginia</u>		<u>Percent increase in 5 years</u>
	<u>1942</u>	<u>1946</u>	
Farm homes influenced	53,548	63,994	19.51
Other homes influenced	14,312	23,261	62.53
Membership in home demonstration clubs	23,389	30,161	28.95
Nonmembers in home demon- stration clubs influenced	44,471	57,094	28.38

The trend throughout the United States is interesting. During the past five years, the decrease in number of farm homes influenced was 2.52 percent while the increase in the number of other homes influenced was 22.26 percent.

II. Reaching More Rural Homemakers

A. More work on neighborhood basis

1. Leaders be encouraged to serve in small neighborhoods
 - a. Give them special help.
 - b. Their work will supplement and extend regular project work.

2. Establish:

- a. More result demonstrations in neighborhoods - housing, grounds, food preservation, etc.
- b. Farm and home unit demonstrations.
- c. 4-H demonstrations.
- d. Crossroads trailer exhibits and demonstrations.

3. Better planned farm and home visits by leaders

- a. To find out their problems.
- b. To suggest solutions or where to go for assistance.

B. Younger Homemakers

1. Consider their needs and interests -- quite different from those of mature families.
2. Get them to participate in planning the home demonstration program.
3. Better planned farm and home visits, e.g., to service men's wives.

C. Older Homemakers

1. Recognize important contribution they have made and will make.
2. Encourage them to assume responsibility for community enterprises, e.g., collecting and summarizing needed information such as facilities for health and medical care, recreation, libraries, etc.
3. Planned farm and home visits with a purpose, e.g., to take some responsibility in community affairs.

News and Radio

1. Does the general public have a good understanding of home demonstration work?
2. Many possibilities for using news and radio for teaching:
 - State papers - Farm page?
 - County weeklies
 - Stories of accomplishment of local families
 - Home Demonstration Agent's column?
 - Local Broadcasts
 - By agent
 - By women
3. Relate publicity on small items to larger problems, e.g.
 - Lamp shades -- good lighting
 - 3-minute patch -- family clothing at small cost
4. Stories about home, --mother--family life--improved houses, have universal appeal. All provide excellent leads for interpreting home demonstration work to the public.